

Exhibit II-1
Market Demographic Statistics
Population Statistics
By Metropolitan Area (U.S. Locations Only)

Market	Arena	Total Population			Total Number of Households		
		1996	Estimated 2001	Percentage Change	1996	Estimated 2001	Percentage Change
Detroit	Silverdome	5,281,500	5,374,600	1.8%	1,958,800	2,025,400	3.4%
Houston	Astrodome	4,198,000	4,478,700	6.7%	1,490,800	1,598,100	7.2%
Atlanta	Georgiadome	3,481,500	3,922,100	12.7%	1,291,600	1,468,500	13.7%
Seattle	Kingdome	3,299,100	3,506,300	6.3%	1,277,300	1,362,900	6.7%
Minneapolis/St. Paul	Metrodome	2,737,400	2,890,900	5.6%	1,031,100	1,097,100	6.4%
St. Louis	Trans World Dome	2,549,600	2,610,100	2.4%	963,400	999,000	3.7%
Tampa Bay	Tropicana Field	2,200,300	2,285,800	3.9%	921,800	963,300	4.5%
Indianapolis	RCA Dome	1,492,300	1,573,700	5.5%	575,700	617,200	7.2%
San Antonio	Alamodome	1,479,200	1,608,400	8.7%	510,700	561,800	10.0%
New Orleans	Superdome	1,317,600	1,338,100	1.6%	482,900	497,900	3.1%
Average		2,803,650	2,958,870	5.5%	1,050,410	1,119,120	6.5%
Median		2,643,500	2,750,500	4.0%	997,250	1,048,050	5.1%

Source: Sales & Marketing Management, 1996.